



Why Your Go-To-Market Strategy Is Failing — And How Marketing Can Fix It

A CEO's Guide to Unlocking
Aligned, Scalable Growth



The Symptoms of a Broken GTM Strategy

- Sales missing targets despite strong product
- Marketing generating leads that don't convert
- Customer churn creeping upward
- Product team chasing features no one uses

The problem? Your go-to-market functions are misaligned.



GTM = A System, Not a Department

A strong GTM strategy requires coordination across:

- **Marketing** (positioning, demand, messaging)
- **Sales** (enablement, conversion, feedback)
- **Product** (market fit, innovation, roadmap)
- **Customer Success** (retention, upsell, voice of customer)

Marketing is the connective tissue.



Where GTM Strategies Often Break Down

- Silos between departments
- Fuzzy ICPs and messaging
- No shared revenue targets
- Reactive instead of proactive execution

Result: Wasted spend, wasted time, misfires, lost deals.



The Role of the CEO in Fixing It

CEOs must champion alignment:

- Ensure reasonable alignment of goals AND the budget to support them
- Set shared metrics and outcomes
- Drive cross-functional communication
- Elevate marketing from support to strategic

Your org takes your cue — make integration non-negotiable.



What Marketing Can (and Should) Own

- ✓ Customer & market insights
- ✓ Positioning and narrative
- ✓ Demand generation strategy
- ✓ GTM launch planning
- ✓ Sales & CS enablement content

When empowered, marketing becomes a
force multiplier.



Fixes to Realign Your GTM Strategy

1. Build a cross-functional GTM task force
2. Define/refine your ICP with real data
3. Audit and tighten your sales funnel
4. Empower marketing with strategy and budget
5. Create shared dashboards and feedback loops



What Success Looks Like

- ✓ Marketing pipeline drives revenue
- ✓ Sales converts faster and more predictably
- ✓ Product innovation aligns with market needs
- ✓ Customer retention grows

When GTM works, growth isn't just possible
— it's scalable.



Final Thought

It's not a sales issue –
it's a playbook issue

The fix starts at the top — with the CEO
championing alignment and empowering
marketing.

Let's build smarter, more connected
growth engines!



Need Help?

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Nail your Go-To-Market Strategy



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improve your results

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